

All-In-One Ticket Report

4th Quarter 2022



By Grey Brennan
Alabama Tourism Department
January 2023

Letter of appreciation to the Alabama tourism industry

The All-In-One Ticket Program is a Success!

On Jan. 13, 2022, the Alabama Tourism Department announced the first six Alabama attractions packages under a new program called the “All-In-One Ticket.” These multi-attraction passes have now grown to 14 tickets covering 65 attractions in the state.

“This response from the public to these ticket packages during the past year has been overwhelming, “ said Grey Brennan, Deputy Director of the Alabama Tourism Department. “Our goal has always been to encourage visitors to see more and stay longer. I believe this program has done exactly that with thousands of visits to attractions in the state in its first year.”

During the past year, the series of All-In-One Tickets resulted in 4,204 visits to attractions in Alabama. Payment to attractions totaled \$34,704 for 2022.

Each of the All-In-One Tickets is a special grouping of attractions within regional areas of the state, allowing visitors admission to all the attractions listed on the ticket during the time span purchased.

Of the 2,357 ticket orders in 2022, 37% were from Alabama and 63% were either unidentified or from outside the state. Orders were received from 42 of the 50 states and 14 other countries.

Best regards,

Grey Brennan
Deputy Director
Alabama Tourism Department



During the 4th quarter 2022

65 ticketed attractions participating



16th Street Baptist Church



Alabama Aquarium at
Dauphin Island Sea Lab



Alabama Gulf Coast Zoo



Alabama Music Hall of Fame



Alabama Sports Hall of Fame



Anniston Museum of
Natural History



Autobahn Indoor Speedway



Ave Maria Grotto



Barber Vintage
Motorsports Museum



Belle Mont Mansion



Bellingrath Gardens



Berman Museum
of World History



Birmingham Civil Rights
Institute



Birmingham Zoo



Blue Springs State Park



Bragg-Mitchell Mansion



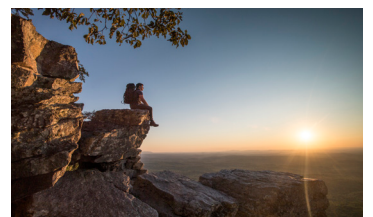
Burritt On the Mountain



By the River Center
for Humanity



Cathedral Caverns State Park



Cheaha State Park



Chewacla State Park



Civil Rights Memorial



Conde-Charlotte Mansion



Cook Museum of Natural Science



EarlyWorks Children's Museum



Fendall Hall



Florence Indian Mound and Museum



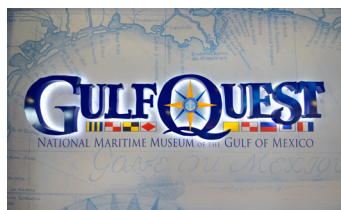
Fort Morgan



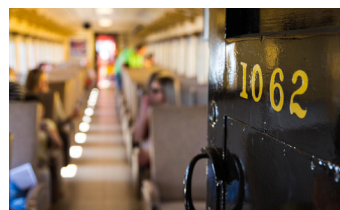
Frank Lloyd Wright Rosenbaum House



Freedom Rides Museum



GulfQuest National Maritime Museum Gulf of Mexico



Heart of Dixie Railroad Museum



Helen Keller Birthplace Ivy Green



Historic Bethel Baptist Church



Historic Blakeley State Park



History Museum of Mobile & Colonial Fort Conde



Huntsville Botanical Garden



International Motorsports Hall of Fame



Jesse Owens Museum



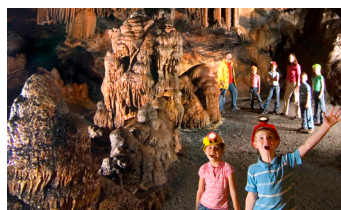
John Emerald Distilling Company



Lake Lurleen State Park



Landmark Park



Majestic Caverns



McWane Science Center



Montgomery Zoo & Mann
Wildlife Learning Museum



Muscle Shoals Sound Studio



Mustang Museum of America



Oak Mountain State Park



Oakleigh House Museum



Pope's Tavern Museum



Rickwood Caverns State Park



Rosa Parks Museum
at Troy University



Southern Museum of Flight



Tabernacle Baptist Church



The Hank Williams Museum



The Scott and Zelda
Fitzgerald Museum



The Selma-Dallas County
Museum History & Archive



The Wharf Ferris Wheel



Tigers for Tomorrow Exotic
Animal Preserve



U.S. Space & Rocket Center



USS Alabama Battleship
Memorial Park



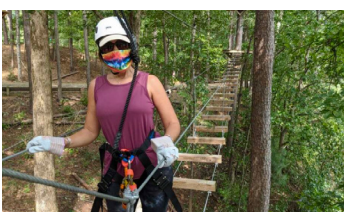
Vulcan Park and Museum



W.C. Handy Home
and Museum



Whippoorwill Vineyards



Wind Creek State Park

October-December 2022

Top Performing Tickets

#1 Ticket

\$4,545.10 paid to attractions
658 attraction admissions

Florence/Muscle Shoals Attraction Ticket



ALL IN
ONE TICKET

1 DAY TICKET	2 DAY TICKET	5 DAY TICKET
Child: \$15 Adult: \$25	Child: \$21 Adult: \$35	Child: \$29 Adult: \$53

*Ticket prices and attractions are subject to change

- Alabama Music Hall of Fame
- Belle Mont Mansion
- Florence Indian Mound & Museum
- Frank Lloyd Wright - Rosenbaum House
- Helen Keller Birthplace/Ivy Green
- Muscle Shoals Sound Studio
- Pope's Tavern Museum
- W.C. Handy Home & Museum

Sweet Home
Alabama

Muscle Shoals Sound Studio - Art Meripol



SCAN HERE

#2 Ticket

\$3,571.12 paid to attractions
325 attraction admissions

Mobile Area Multi-Attraction Pass



ALL IN
ONE TICKET

1 DAY TICKET	2 DAY TICKET	5 DAY TICKET
Child: \$13 Adult: \$25	Child: \$21 Adult: \$35	Child: \$31 Adult: \$65

*Ticket prices and attractions are subject to change

- Alabama Aquarium at Dauphin Island Sea Lab
- Bellingrath Gardens
- Bragg Mitchell Mansion
- Conde Charlotte House
- GulfQuest National Maritime Museum of the Gulf of Mexico
- Historic Blakeley State Park
- History Museum of Mobile/Colonial Fort Conde
- Oakleigh House Museum
- USS Alabama Battleship

Sweet Home
Alabama

Bellingrath Gardens and Home - Art Meripol



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Although the Florence/Muscle Shoals ticket remains #1 in performance, geographically, the Gulf Coast remains the #2 region.

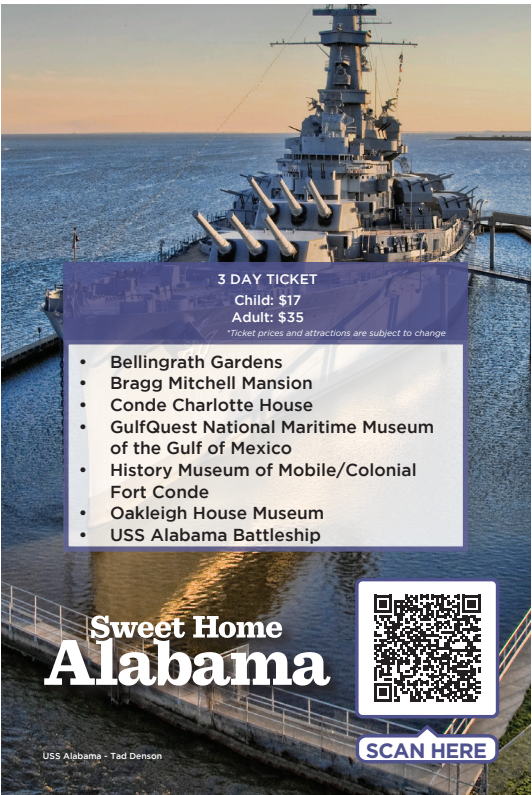
#3 Ticket

\$3,046.26 paid to attractions
111 attraction admissions

Mobile Attraction Ticket

ALL IN ONE

TICKET




3 DAY TICKET

Child: \$17
Adult: \$35

*Ticket prices and attractions are subject to change

- Bellingrath Gardens
- Bragg Mitchell Mansion
- Conde Charlotte House
- GulfQuest National Maritime Museum of the Gulf of Mexico
- History Museum of Mobile/Colonial Fort Conde
- Oakleigh House Museum
- USS Alabama Battleship

Sweet Home Alabama



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USS Alabama - Tad Denson

Together, the Gulf Shores/
Orange Beach area ticket, and
the Gulf Shores & Orange
Beach Family Fun ticket paid
\$1,455. 55 to attractions, 168
attraction admissions

Gulf Shores/Orange Beach Area
Attraction Pass

ALL IN ONE

TICKET

1 DAY TICKET

Child: \$23
Adult: \$37

2 DAY TICKET


Child: \$28
Adult: \$44

5 DAY TICKET


Child: \$35
Adult: \$55

*Ticket prices and attractions are subject to change

- Alabama Gulf Coast Zoo
- Ferris Wheel at The Wharf
- Fort Morgan
- Historic Blakeley State Park
- USS Alabama Battleship



Sweet Home Alabama



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Gulf Shores & Orange Beach
Family Fun Ticket

ALL IN ONE


TICKET

3 DAY TICKET


Child: \$25
Adult: \$35

*Ticket prices and attractions are subject to change

- Alabama Gulf Coast Zoo
- Ferris Wheel at The Wharf
- Fort Morgan



Sweet Home Alabama



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Montgomery, Selma and Tuskegee Ticket



Ticketed attractions on this ticket:

By The River Center for Humanity
 Civil Rights Memorial Center*
 Freedom Rides Museum
 Montgomery Zoo & Mann Wildlife
 Learning Museum
 Rosa Parks Museum at Troy University
 Tabernacle Baptist Church
 The Hank Williams Museum
 The Scott And Zelda Fitzgerald Museum
 The Selma-Dallas County Museum of
 History & Archives
 Whippoorwill Vineyards

Free to the public listings included:

Alabama State Capitol
 Edmund Pettus Bridge
 Historic Davis Theatre Tour
 Montgomery Museum of Fine Arts
 Georgine Clark Alabama Artist Gallery
 The Museum of Alabama

*Operated free to the public during Feb,
 March, April

Ticket Usage Oct-Dec 2022

	4Q
Tickets used	9
Admissions to attractions	15
Average paid attractions visited	1.67

Ticket Sold by Type		Price of Ticket	
4Q			
1 day Adult	3	1 day Adult	\$23
1 day Child	1	1 day Child	\$18
2 day Adult	4	2 day Adult	\$32
2 day Child	-	2 day Child	\$23
5 day Adult	1	5 day Adult	\$54
5 day Child	-	5 day Child	\$38

Payout to attractions			
1Q	2Q	3Q	4Q
\$59.50	\$247.80	\$125.65	\$117.45

This ticket was launched mid January 2022

Montgomery Ticket



Ticketed attractions on this ticket:

- Civil Rights Memorial Center*
- Freedom Rides Museum
- Montgomery Zoo & Mann Wildlife Learning Museum
- Rosa Parks Museum at Troy University
- Tabernacle Baptist Church
- The Hank Williams Museum
- The Scott And Zelda Fitzgerald Museum

Free to the public listings included:

- Alabama State Capitol
- Historic Davis Theatre Tour
- Montgomery Museum of Fine Arts
- Georgine Clark Alabama Artist Gallery
- The Museum of Alabama

*Operated free to the public during Feb, March, April

Ticket Usage Oct-Dec 2022				
Tickets used		4Q		
Admissions to attractions		15		
Average paid attractions visited		44		
Average paid attractions visited		2.93		
Ticket Sold by Type		Price of Ticket		
		4Q		
3 day Adult	15	3 day Adult	\$33	
3 day Child	-	3 day Child	\$22	
Payout to attractions				
1Q	2Q	3Q	4Q	
\$168.35	\$186.90	\$325.50	\$348.95	

This ticket was launched mid January 2022

Birmingham Ticket



Ticketed attractions on this ticket:

16th Street Baptist Church
Alabama Sports Hall of Fame
Barber Vintage Motorsports Museum
Birmingham Civil Rights Institute
Birmingham Zoo
Heart of Dixie Railroad Museum
Historic Bethel Baptist Church
McWane Science Center
Oak Mountain State Park
Southern Museum of Flight
Vulcan Park and Museum

Free to the public listings included:

Birmingham Botanical Gardens
Negro Southern League Museum
Sloss Furnaces National Historic
Landmark

Ticket Usage Oct-Dec 2022

	4Q
Tickets used	35
Admissions to attractions	81
Average paid attractions visited	2.31

Ticket Sold by Type		Price of Ticket	
	4Q		
1 day Adult	23	1 day Adult	\$36
1 day Child	1	1 day Child	\$27
2 day Adult	4	2 day Adult	\$50
2 day Child	-	2 day Child	\$39
5 day Adult	5	5 day Adult	\$80
5 day Child	2	5 day Child	\$62

Payout to attractions			
1Q	2Q	3Q	4Q
\$553.60	\$555.68	\$184.47	\$694.75

This ticket was launched mid January 2022

Birmingham Area Family Fun Ticket



Ticketed attractions on this ticket:

- Autobahn Indoor Speedway
- Birmingham Zoo
- Heart of Dixie Railroad Museum
- McWane Science Center
- Oak Mountain State Park
- Rickwood Caverns State Park

Ticket Usage Oct-Dec 2022

	4Q
Tickets used	5
Admissions to attractions	10
Average paid attractions visited	2

Ticket Sold by Type		Price of Ticket	
	4Q		
3 day Adult	5	3 day Adult	\$85
3 day Child	-	3 day Child	\$75

Payout to attractions			
1Q	2Q	3Q	4Q
\$922.66	\$461.68	\$184.47	\$275.97

This ticket was launched mid January 2022

Florence/Muscle Shoals Area Ticket



Ticketed attractions on this ticket:

- Alabama Music Hall of Fame
- Belle Mont Mansion
- Florence Indian Mound and Museum
- Frank Lloyd Wright - Rosenbaum House
- Helen Keller Birthplace/Ivy Green
- Muscle Shoals Sound Studio
- Pope's Tavern Museum
- W.C. Handy Home and Museum

Ticket Usage Oct-Dec 2022

	4Q
Tickets used	160
Admissions to attractions	658
Average paid attractions visited	4.11

Ticket Sold by Type		Price of Ticket	
	4Q		
1 day Adult	123	1 day Adult	\$25
1 day Child	2	1 day Child	\$15
2 day Adult	34	2 day Adult	\$35
2 day Child	-	2 day Child	\$21
5 day Adult	1	5 day Adult	\$53
5 day Child	-	5 day Child	\$29

Payout to attractions			
1Q	2Q	3Q	4Q
\$586.60	\$3,385.90	\$4,271.05	\$4,545.10

This ticket was launched mid January 2022

Huntsville and North Alabama Ticket



Ticketed attractions on this ticket:

- Ave Maria Grotto
- Burritt On The Mountain
- Cathedral Caverns State Park
- Cook Museum of Natural Science
- EarlyWorks Children’s Museum
- Huntsville Botanical Garden
- Jesse Owens Museum
- Rickwood Caverns State Park
- Tigers For Tomorrow Exotic Animal Preserve
- U.S. Space & Rocket Center*

*Attraction added to ticket after 3/31/2022

Ticket Usage Oct-Dec 2022				
Tickets used		4Q		
Admissions to attractions		9		
Average paid attractions visited		33		
Average paid attractions visited		3.67		
Ticket Sold by Type		Price of Ticket		
4Q				
1 day Adult	-	1 day Adult	\$42	
1 day Child	-	1 day Child	\$32	
2 day Adult	7	2 day Adult	\$59	
2 day Child	2	2 day Child	\$42	
5 day Adult	-	5 day Adult	\$89	
5 day Child	-	5 day Child	\$59	
Payout to attractions				
1Q	2Q	3Q	4Q	
\$1,257.73	\$326.56	\$833.75	\$434.09	

This ticket was launched mid January 2022

Mobile, Dauphin Island, Spanish Fort, Theodore Ticket



Ticketed attractions on this ticket:

Alabama Aquarium at Dauphin Island
Sea Lab
Bellingrath Gardens
Bragg-Mitchell Mansion
Conde-Charlotte Museum
GulfQuest National Maritime Museum
Historic Blakeley State Park
History Museum Mobile & Fort Conde
Oakleigh House Museum
USS Alabama Battleship Memorial Park

Free to the public listings included:

Foley Depot Museum & Model Train
Exhibit
Holmes Medical Museum
Phoenix Fire Museum

Ticket Usage Oct-Dec 2022

	4Q
Tickets used	142
Admissions to attractions	325
Average paid attractions visited	2.29

Ticket Sold by Type		Price of Ticket	
	4Q		
1 day Adult	79	1 day Adult	\$25
1 day Child	22	1 day Child	\$13
2 day Adult	35	2 day Adult	\$35
2 day Child	4	2 day Child	\$21
5 day Adult	2	5 day Adult	\$65
5 day Child	-	5 day Child	\$31

Payout to attractions			
1Q	2Q	3Q	4Q
--	\$410.76	\$1,700.44	\$3,571.12

This ticket was launched late April 2022

Mobile Ticket



Ticketed attractions on this ticket:

- Bellingrath Gardens
- Bragg-Mitchell Mansion
- Conde-Charlotte Museum
- GulfQuest National Maritime Museum
- History Museum Mobile & Fort Conde
- Oakleigh House Museum
- USS Alabama Battleship Memorial Park

Free to the public listings included:

- Phoenix Fire Museum

Ticket Usage Oct-Dec 2022			
Tickets used		4Q	
Admissions to attractions		80	
Average paid attractions visited		218	
Ticket Sold by Type		Price of Ticket	
		4Q	
3 day Adult	64	3 day Adult	\$35
3 day Child	16	3 day Child	\$17
Payout to attractions			
1Q	2Q	3Q	4Q
--	--	\$1,027.32	\$3,046.26

This ticket was launched late April 2022

Gulf Shores/Orange Beach Area Ticket



Ticketed attractions on this ticket:

- Alabama Gulf Coast Zoo
- Fort Morgan
- Historic Blakeley State Park
- The Wharf (Ferris Wheel)
- USS Alabama Battleship Memorial Park

Free to the public listings included:

- City of Foley Depot Museum and Model Train Exhibit

Ticket Usage Oct-Dec 2022

	4Q
Tickets used	26
Admissions to attractions	57
Average paid attractions visited	2.19

Ticket Sold by Type		Price of Ticket	
	4Q		
1 day Adult	8	1 day Adult	\$37
1 day Child	4	1 day Child	\$23
2 day Adult	-	2 day Adult	\$44
2 day Child	-	2 day Child	\$28
5 day Adult	10	5 day Adult	\$55
5 day Child	4	5 day Child	\$35

Payout to attractions			
1Q	2Q	3Q	4Q
--	\$94.38	\$1,232.58	\$522.98

This ticket was launched late April 2022

Gulf Shores & Orange Beach Family Fun



Ticketed attractions on this ticket:

- Alabama Gulf Coast Zoo
- Fort Morgan
- The Wharf (Ferris Wheel)

Ticket Usage Oct-Dec 2022

	4Q
Tickets used	57
Admissions to attractions	111
Average paid attractions visited	1.95

Ticket Sold by Type		Price of Ticket	
	4Q		
3 day Adult	43	3 day Adult	\$35
3 day Child	14	3 day Child	\$25

Payout to attractions			
1Q	2Q	3Q	4Q
--	--	\$572.22	\$932.57

This ticket was launched late April 2022

Anniston and East Central Alabama



Ticketed attractions on this ticket:

- Anniston Museum of Natural History
- Berman Museum of World History
- Cheaha State Park
- International Motorsports Hall of Fame
- Mustang Museum of America

Ticket Usage Oct-Dec 2022

	4Q
Tickets used	-
Admissions to attractions	-
Average paid attractions visited	-

Ticket Sold by Type		Price of Ticket	
4Q			
1 day Adult	-	1 day Adult	\$23
1 day Child	-	1 day Child	\$14
2 day Adult	-	2 day Adult	\$29
2 day Child	-	2 day Child	\$18
5 day Adult	-	5 day Adult	\$41
5 day Child	-	5 day Child	\$25

Payout to attractions			
1Q	2Q	3Q	4Q
--	--	\$79.10	--

This ticket was launched June 2022

East Central Alabama Family Fun



Ticketed attractions on this ticket:

- Anniston Museum of Natural History
- Berman Museum of World History
- Cheaha State Park
- International Motorsports Hall of Fame
- Majestic Caverns
- Mustang Museum of America

Ticket Usage Oct-Dec 2022				
			4Q	
Tickets used			-	
Admissions to attractions			-	
Average paid attractions visited			-	
Ticket Sold by Type			Price of Ticket	
4Q				
3 day Adult	-		3 day Adult	\$66
3 day Child	-		3 day Child	\$54

This ticket was launched June 2022

Auburn/Opelika & Alexander City



Ticketed attractions on this ticket:

- Chewacla State Park
- John Emerald Distilling Company
- Whippoorwill Vineyards
- Wind Creek State Park

Free to the public listings included:

- Horseshoe Bend NMP

Ticket Usage Oct-Dec 2022			
Tickets used		4Q	
Admissions to attractions		-	
Average paid attractions visited		-	
Ticket Sold by Type		Price of Ticket	
4Q			
1 day Adult	-	1 day Adult	\$24
1 day Child	-	1 day Child	\$4
2 day Adult	-	2 day Adult	\$26
2 day Child	-	2 day Child	\$11
5 day Adult	-	5 day Adult	\$29
5 day Child	-	5 day Child	\$12
Payout to attractions			
1Q	2Q	3Q	4Q
--	--	--	--

This ticket was launched June 2022

Dothan-Eufaula



Ticketed attractions on this ticket:

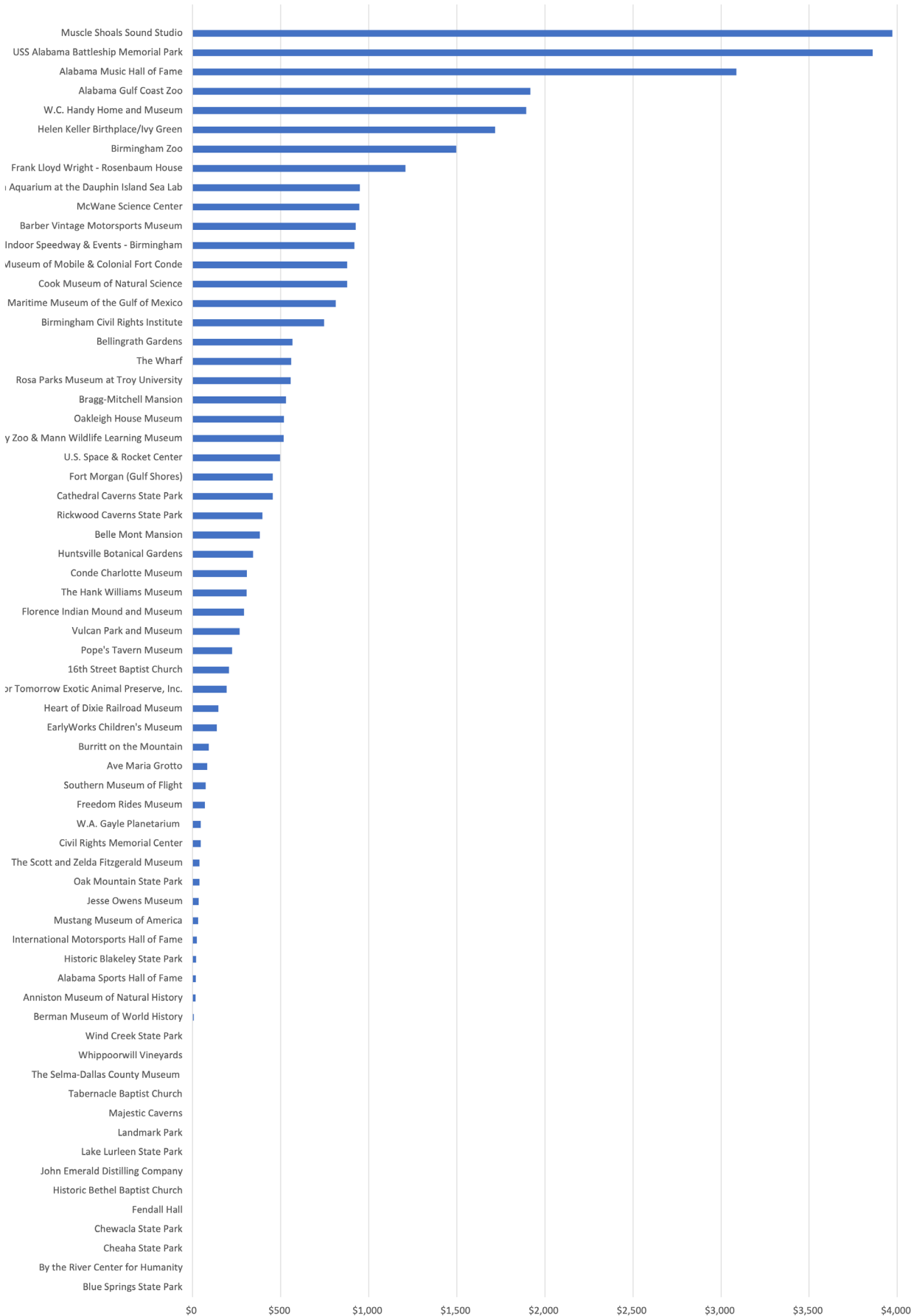
Blue Springs State Park
Fendall Hall (AL Historical Commission)
Landmark Park

Ticket Usage Oct-Dec 2022			
Tickets used		4Q	
Admissions to attractions		-	
Average paid attractions visited		-	
Ticket Sold by Type		Price of Ticket	
4Q			
3 day Adult	-	3 day Adult	\$16
3 day Child	-	3 day Child	\$6
Payout to attractions			
1Q	2Q	3Q	4Q
--	\$2.80	--	--

This ticket was launched June 2022

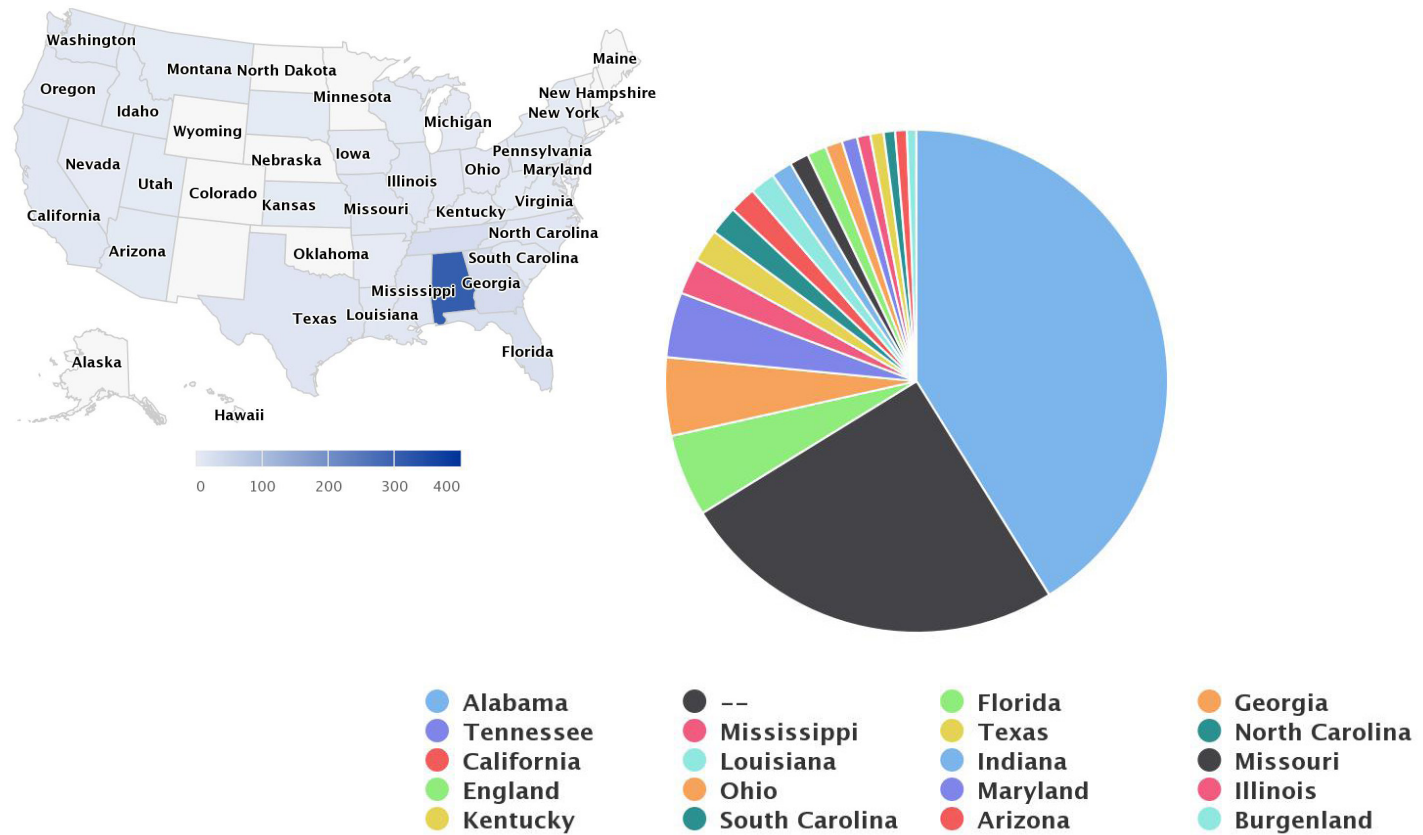
January - December 2022

Rankings by amount paid to attractions



October - December 2022

All-In-One Ticket Customer Location



Top States		Top Alabama Cities		International	
Alabama	335	Montgomery	93	United Kingdom	10
Florida	43	Birmingham	17	Austria	5
Georgia	41	Mobile	10	Canada	5
Tennessee	34	Madison	9		
Mississippi	19	Gulf Shores	7		
Texas	17	Mountain Brook	7		
North Carolina	15	Saint Florian	6		
California	14	Tuscumbia	6		
Louisiana	13	Athens	6		
Indiana	11	Pike Road	5		
Missouri	10	Opelika	5		
Ohio	9				
Maryland	8				
Illinois	7				

Useful information

Here is the link to all of the tickets that are now available.



Here is the link to video promotion of the tickets.



Here is the link to a news story in USA Today about the ticket.



Here is a link for your ticket booth attendant to view. Simple slide presentation that explains how tickets should be redeemed.



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